## ORDER

Order / Rev: Alt Order #:

35867 08802396

Product Desc:

ISSUE

Estimate:

Flight Dates:

10/17/12 - 10/23/12 09/26/12 / 09/26/12

Original Date / Rev:

Order Type:

Primary AE:

Mike Jones

Sales Office:

Billing Type:

Billing Cycle:

Billing Calendar:

Sales Region:

K-WAS

National

KLAS

Agency

Orders

Name:

Nebo Media

**GENERAL** 

**Buying Contact:** 

Jessica Murray

Billing Contact:

3299 K Street NW

Washington, DC 20007

Agency Commission:

Broadcast

EOM/EOC

Cash

15%

Advertiser

Name:

Priority:

NRSC

Demographic: **Product Codes:** 

Revenue Codes:

A35+

PO4

AGY, POL, ISS

LV2

New Business Thru:

09/04/11 00:10:00

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

# Spots Gross Amount Net Amount Start Date End Date 10/01/12 10/23/12 56 \$81,900.00 \$69,615.00 **Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	56	\$81,900.00	\$69,615.00	0.00	
Totals	56	\$81,900.00	\$69,615,00	0.00	

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total
KLAS	31%	\$81,900.00
Market	100%	\$264,193.55

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	18%	\$47,554.84
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	17%	\$44,912.90
KVWB	0%	\$0.00
LV1	0%	\$0.00
IINKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
1	8	10/17/12	10/19/12	8 News Now 6a M-F 8 News Now 6a M-F	СМ	6-7a	WTF	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
	NEWS												
	Sta	art Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						
٧	Jeek: 10	/15/12	10/21/12	WTF	2	\$1,200.00	0.00						
2	8	10/22/12	10/23/12	8 News Now 6a M-F	CM	6-7a	MT	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
				8 News Now 6a M-F									

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Order / Rev:

35867

Advertiser:

NRSC

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**Product Desc:** 

Flight Dates:

10/17/12 - 10/23/12

Estimate:

ISSUE KLAS

Ln Ch Start End NEWS	Inventory Code Break	Start/End	Time Days	Len :	Spots	Rate P	ri Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00						
	CBS This Morning 7-9a CM CBS This Morning	7-9a	WTF	:30	2	\$1,000.00L\	/1 0.00 NM	2	\$2,000.00
EARLY SHOW <u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	Rate \$1,000.00	Rating 0.00						
4 8 10/22/12 10/23/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	MT	:30	1	\$1,000.00L	/1 0.00 NM	1	\$1,000.00
EARLY SHOW <u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
5 8 10/17/12 10/19/12	Live w/Kelly CM Live With Regis & Kelly	9-10a	WTF	:30	2	\$850.00L	/2 0.00 NM	2	\$1,700.00
KELLY <u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$850.00	Rating 0.00						
6 8 10/22/12 10/23/12	Live w/Kelly CM Live With Regis & Kelly	9-10a	MT	:30	1	\$850.00L	V2 0.00 NM	1	\$850.00
KELLY <u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	<u>Rate</u> \$850.00	Rating 0.00						
9 8 10/22/12 10/23/12	Y&R CM Young & Restless	11a-12p	MT	:30	1	\$4,500.00L	V1 0.00 NM	1	\$4,500.00
Y & R <u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	<u>Rate</u> \$4,500.00	Rating 0.00						
Week: 10/22/12 10/28/12 10 8 10/17/12 10/19/12		12-1230p	WTF	:30	2	\$850.00L	V2 0.00 NM	2	\$1,700.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$850.00	Rating 0.00						
11 8 10/22/12 10/23/12	8 News Now Noon M-F CM 8 News Now Noon M-F	12-1230p	MT	:30	2	\$850.00L	V2 0.00 NM	1 2	\$1,700.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	<u>Rate</u> \$850.00	Rating 0.00						
12 8 10/17/12 10/19/12	1230-2p Soaps/ LMAD CM Soaps / Let's Make A Deal	1230-2p	WTF	:30	1	\$900.00L	V2 0.00 NN	1 1	\$900.00
SOAPS <u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
13 8 10/22/12 10/23/12		1230-2p	MT	:30	1	\$900.00L	V2 0.00 NM	1 1	\$900.00
SOAPS  Start Date End Date	Weekdays Spots/Week		Rating						
Week: 10/22/12 10/28/12 14 8 10/17/12 10/19/12		\$900.00 2-3p	0.00 WTF	:30	1	\$900.00L	V2 0.00 NM	1	\$900.00
TALK <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week		Rating						
Week: 10/15/12 10/21/12 15 8 10/22/12 10/23/12	The Talk 2-3P CM The Talk	\$900.00 2-3p	0.00 MT	:30	1	\$900.00L	V2 0.00 NM	1	\$900.00
TALK <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week		Rating						
Week: 10/22/12 10/28/12 16 8 10/17/12 10/19/12		\$900.00 3-4p	0.00 WTF	:30	2	\$1,000.00L	V2 0.00 NM	2	\$2,000.00
ELLEN	Ellen							I	

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**KLAS** 

Order / Rev:

35867

Advertiser:

ertiser: NRS

NRSC

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**Product Desc:** 

ISSUE

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 2 \$1,000.00LV2 0.00 NM \$2,000.00 --WTF--·30 16 8 10/17/12 10/19/12 Ellen CM 3-4p Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --WTF--2 \$1,000.00 0.00 10/22/12 10/23/12 3-4p 1 \$1,000,00LV2 \$1,000.00 CM MT----:30 0.00 NM 8 Filen Ellen **ELLEN** Start Date Spots/Week Rating **End Date** Weekdays Rate 10/28/12 MT----1 \$1,000.00 0.00 Week: 10/22/12 \$2,600.00 --WTF--2 2 \$1,300.00LV2 0.00 NM :30 10/17/12 10/19/12 8 News Now 4p M-F CM 4-5p 8 News Now 4p M-F **NEWS** Spots/Week Rate Rating Start Date **End Date** Weekdays Week: 10/15/12 10/21/12 --WTF--\$1,300.00 0.00 1 \$1,300,00LV2 0.00 NM \$1,300.00 8 News Now 4p M-F MT----:30 10/22/12 10/23/12 CM 4-5p 8 News Now 4p M-F **NEWS** Spots/Week Rating Start Date **End Date** <u>Weekdays</u> Rate MT----0.00 10/28/12 \$1,300.00 Week: 10/22/12 2 \$3,000.00 2 \$1,500.00LV2 0.00 NM 20 8 10/17/12 10/19/12 8 News Now 5-630p M-FCM 5-630p --WTF--:30 8 News Now 5-630p M-F **NEWS** Spots/Week Rating Start Date **End Date Weekdays** Rate --WTF--\$1,500.00 0.00 Week: 10/15/12 10/21/12 :30 1 \$1,500.00LV2 0.00 NM 1 \$1,500.00 MT----10/22/12 10/23/12 8 News Now 5-630p M-FCM 5-630p 8 News Now 5-630p M-F **NEWS** Rating **Start Date End Date** Weekdays Spots/Week Rate 0.00 Week: 10/22/12 10/28/12 MT----\$1,500.00 10/17/12 10/19/12 630-7p Inside Edition CM 630-7p --WTF--:30 2 \$1,300.00LV2 0.00 NM 2 \$2,600.00 22 Inside Edition IN EDITION **Weekdays** Spots/Week Rate Rating Start Date **End Date** --WTF--0.00 Week: 10/15/12 10/21/12 2 \$1,300.00 1 \$1,300.00LV2 0.00 NM \$1,300.00 :30 1 630-7p Inside Edition CM 630-7p MT----23 8 10/22/12 10/23/12 Inside Edition IN EDITION Start Date **End Date Weekdays** Spots/Week Rate Rating 0.00 Week: 10/22/12 10/28/12 MT----1 \$1,300.00 10/17/12 10/19/12 7-8p Rotator CM 7-8p --WTF--:30 2 \$1,300.00LV2 0.00 NM 2 \$2,600.00 24 7-8p Rotator ET/INSIDER Weekdays Spots/Week Rate Rating Start Date **End Date** 10/21/12 --WTF--2 \$1,300.00 0.00 Week: 10/15/12 1 \$1,300.00LV2 0.00 NM 1 \$1,300.00 CM 7-8p MT----:30 10/22/12 10/23/12 7-8p Rotator 8 7-8p Rotator ET/INSIDER Start Date **End Date Weekdays** Spots/Week Rate Rating MT----\$1,300.00 0.00 Week: 10/22/12 10/28/12 2 \$4,400.00 2 \$2,200.00LV1 0.00 NM 10/17/12 10/19/12 8 News Now 11p M-F CM 11-1135p --WTF--:30 8 News Now 11p M-F **NEWS** Start Date Spots/Week Rating **End Date** Weekdays Rate 10/21/12 --WTF--\$2,200.00 0.00 Week: 10/15/12 CM 11-1135p MT----:30 2 \$2,200.00LV1 0.00 NM 2 \$4,400.00 8 News Now 11p M-F 27 10/22/12 10/23/12 8 News Now 11p M-F **NEWS** Spots/Week Rate Rating **Weekdays** Start Date **End Date** 10/28/12 \$2,200.00 0.00 Week: 10/22/12 \$2,550.00 :30 \$850.00LV2 0.00 NM 3 --WTF--10/17/12 10/19/12 CM 1135p-1237a

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**KLAS** 

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Flight Dates:

10/17/12 - 10/23/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Letterman Letterman **LETTERMAN End Date** Spots/Week Rating **Start Date Weekdays** Rate 10/21/12 --WTF--\$850.00 0.00 Week: 10/15/12 :30 \$850.00LV2 0.00 NM \$1,700.00 CM 1135p-1237a MT----29 10/22/12 10/23/12 Letterman Letterman **LETTERMAN** Spots/Week Rating Start Date **End Date Weekdays** Rate MT----\$850.00 0.00 Week: 10/22/12 10/28/12 2 \$2,000.00 2 \$1,000.00LV1 0.00 NM 2 30 8 10/17/12 10/19/12 8 News Now 5a M-F CM 5-6a --WTF--:30 8 News Now 5a M-F **NEWS** Start Date **End Date** Rating Weekdays Spots/Week <u>Rate</u> --WTF--0.00 Week: 10/15/12 10/21/12 2 \$1,000.00 \$2,200.00 :30 2 \$1,100.00LV1 0.00 NM ----SS 10/20/12 10/21/12 8 News Now 11p Sa/SuCM 11-1135P 8 News Now Sa/Su 11p **NEWS End Date** Spots/Week Rating Start Date **Weekdays** Rate ----55 2 \$1,100.00 0.00 Week: 10/15/12 10/21/12 NCAA Football NCAA College Foo----S-:30 1 \$5,000.00LV1 0.00 NM \$5,000.00 10/20/12 10/20/12 CM NCAA College Football (10:00 AM-3:00 PM) COLLEGE FOOTBALL End Date **Weekdays** Spots/Week Rate Rating Start Date ----S-\$5,000.00 Week: 10/15/12 10/21/12 1 \$800.00LV1 0.00 NM \$800.00 :30 1 35 10/20/12 10/20/12 8 News Now Sat 5-7p CM 5-7p ----5-8 News Now Sat 5-7p (5:00 PM-5:30 PM) **NEWS** Spots/Week Rate Rating **Start Date End Date Weekdays** \$800.00 0.00 Week: 10/15/12 10/21/12 ---------S-:30 \$600.00LV1 0.00 NM 1 \$600.00 Sat 7-8p - ET Wknd CM 7-8p 10/20/12 10/20/12 36 **Ent Tonight Weekend ET WEEKEND** Start Date **End Date** Weekdays Spots/Week Rate Rating \$600.00 0.00 Week: 10/15/12 10/21/12 1 \$2.500.00LV1 0.00 NM 1 \$2,500.00 :30 39 10/21/12 10/21/12 **Face The Nation** CM **Face The Nation** ----5 **Face The Nation FACE THE NATION End Date** Weekdays Spots/Week Rate Rating Start Date \$2,500.00 0.00 10/21/12 -----Week: 10/15/12 10/21/12 10/21/12 ----S :30 1 \$1,500.00LV1 0.00 NM \$1,500.00 8 News Now Sun 5-7p CM 5-7p 41 8 News Now Sun 5-7p (5:00 PM-5:30 PM) **NEWS End Date** Rating Start Date **Weekdays** Spots/Week Rate 10/21/12 1 \$1,500.00 0.00 Week: 10/15/12 Start/End Time <u>Weekdays</u> <u>Length</u> Rate Rtg Type Description **Spot** Ch Date Range :30<del>(\$1,500.00)</del> 0.00 NM 5-7p (5:00 PM-5:30 P----Su 8 10/15/12-10/21/12 8 News Now Sun 5-7p 1 See MG 41.2 (4:30 PM-5:00 P----Su :30 \$1,500.00 0.00 NM 8 10/21/12-10/21/12 8 News Now Sun 5-7p 430-5p MG for 41.1 10/21 \$12,000.00 10/21/12 10/21/12 Sun 7-8p CM 7-8p ----S :30 1 \$12,000.00LV1 0.00 NM 60 Minutes **60 MINUTES** Spots/Week Rate Rating Start Date End Date Weekdays 1\$12,000.00 0.00 Week: 10/15/12 10/21/12 :30 \$400.00LV1 0.00 NM \$800.00 Eye on Wash/Wall St JoGM ----S 5-6a 10/21/12 10/21/12 Eye On Wash/Wall St Jrnl EYE ON DC/WALL ST Spots/Week Rating Start Date **End Date Weekdays** Rate \$400.00 0.00 Week: 10/15/12 10/21/12 \$400.00LV1 0.00 NM \$400.00 1 10/20/12 10/20/12 CM 4-5p ----5-:30

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Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate	Pri	Rtg Type Spots	Amount
				Sat 4-5p Whacked Whacked Out Spo	•							
We	<u>Star</u> eek: 10/1	<u>t Date</u> 15/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00					

Totals 56 \$81,900.00